

DOCUMENT RESUME

ED 474 616

CS 511 804

AUTHOR Ramsey, Shirley, Ed.
TITLE PR Bibliography, 2001.
ISSN ISSN-0363-8111
PUB DATE 2001-00-00
NOTE 90p.; For the 2000 edition, see ED 442 144.
AVAILABLE FROM Elsevier Science, P.O. Box 945, New York, NY 10159-0945
(\$32.50). Tel: 212-633-3730; Tel: 888-437-4636 (Toll Free);
Fax: 212-633-3680; e-mail: usinfo-f@elsevier.com; Web site:
http://www.elsevier.com/.
PUB TYPE Collected Works - Serials (022) -- Reference Materials -
Bibliographies (131)
JOURNAL CIT Public Relations Review: A Journal of Research and Comment;
v27 2001
EDRS PRICE Document Not Available From EDRS.
DESCRIPTORS Administration; Annotated Bibliographies; Higher Education;
*Marketing; Mass Media Effects; *Media Research;
*Organizational Communication; *Public Relations; Social
Responsibility; Speech Communication
IDENTIFIERS Professional Concerns; Research Synthesis

ABSTRACT

This annotated bibliography presents an overview of journal articles and books published in 2000 on public relations that can be helpful to teachers and students as well as to practitioners and managers. This bibliography is subdivided into 29 categories including campaigns; community relations; corporate image; education; employee relations; management; media relations; minority relations; nonprofits; public relations management; social responsibility; speech; technology; visual communication; and writing techniques. An alphabetical list of journals is attached. (RS)